



*How to make  
your rooms look  
their very best*

**LIVING ROOMS... Choosing the Right Color Scheme**

**DINING ROOMS... Sound Principles**

**BED ROOMS... More Sound Principles**

**57 COLOR SCHEMES... For Walls**

**DECORATING TRICKS That Help**

**ATTICS and BASEMENTS... Casein Paste Paint**

**LUMINALL COLOR CARD**

**A SHORT COURSE IN INTERIOR DECORATING**  
**by the makers of Luminall Paint**



The rich tone of Coral Luminall brings intimate, friendly warmth to this living room. Coral was selected because it repeats the color of the striped upholstery of the davenport, thus minimizing its size and contributing unity to the general color scheme. (See page 10 for explanation of this clever little trick). The Dark Green drapes introduce a note of contrast which adds sparkle and life. Luminall Buff on the ceiling reflects abundant, well-diffused light to all parts of the room.

## LUMINALL GIVES BEAUTIFUL ROOMS

YOU will find here in condensed form, the principles of good decorating as they relate to the choice of paint colors for the home interior.

It is a simple and inexpensive matter to develop the full beauty of a room with painted walls and ceilings that harmonize exquisitely with your own particular color scheme of furnishings such as rugs, draperies and upholsteries. Therefore we have taken the most popular homefurnishing color schemes and suggest pleasing walls selected from the rainbow-hued Color Chart of Luminall paints.

Luminall is the nationally famous casein paste paint that gives better lighting effects and has truer color values. These elements of beauty—light and color—make your furnishings look their best.

At the same time, Luminall is economical—saves you money because of its one-coat coverage. It has no strong paint odor and dries in 40 minutes.

You'll find more about this remarkable paint in later pages. But now, let us concern ourselves with the principles of good decorating.

*Elizabeth McNeil*

INTERIOR DECORATOR



Ask for Luminall by name. One coat covers . . . dries in 40 minutes . . . odorless. Illustration from Luminall advertising in Saturday Evening Post.







Luminall Ivory on the wall (known for years to decorators as the world's most "fool-proof" color) adds just the right soft, appealing touch to this lovely Early American living room. Thus, the vigorously stimulating Golden Brown tones of the antique furniture and picture frames is heightened by contrast. The woodwork is Buff.

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## SOUND PRINCIPLES OF INTERIOR DECORATING

### COLOR BALANCE

Color balance is achieved by using two main colors that are either direct opposites such as Blue and Peach, or, the more subtle of indirect opposites such as Green and Peach. The dominant color which is used on larger areas such as walls or draperies is the softer color. The second or brighter color gives character to the room. The use of a third color in small quantities as an "accent" is usually used to add the final charm to a room.

### WALLS

1. If the room you intend to decorate is dark [poorly illuminated], paint your walls with light colors such as Yellow, Sea Green, Ivory, Cream, Buff, Peach, or Pink—these colors have high light-reflection values and are considered "cheerful" colors. Your local electric light company will be glad to furnish the services of an illuminating engineer upon request.

2. If the room is light [well illuminated], dark colors, such as Coral, Gray, Powder Blue, or Green, will give a more pleasing and restful effect.

### WOODWORK

The color which woodwork or trim is painted is a very important item in decoration.

1. In large rooms woodwork should generally be in contrast to walls because it makes the room seem smaller and more intimate. Ivory or Off-White is very beautiful against pastel colored walls because of the contrast.

2. If you wish colored wood trim, use a slightly darker or lighter shade of the wall color. This gives color relation which is essential. A decorative scheme based upon variations in tone of one basic color is known as a "monotone scheme." See page 3 for example.

*At Right:*  
A pleasant Sh...  
room with its...  
and Buff ceiling...  
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Luminall and...  
knows how to





*At Right:*

A pleasant Sheraton dining room with its Blue walls and Buff ceiling, with dado in Buff or Ivory. Your dealer has a wide stock of Luminall and your painter knows how to apply it.



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*At Left:*

Cool and restful Green Luminall gives just the right contrast with the Browns in the drapes, floor covering, and furniture in this Chipendale dining room. Luminall White was used on the radiator because Luminall is not affected by heat and it will not peel or chip.



## MORE SOUND PRINCIPLES

### RUGS

1. For medium carpet shades, use light walls. This will give larger effect to room.

*Example No. 1:* Sunlight Yellow wall—soft Medium Green or Blue rug. See large illustration on opposite page.

*Example No. 2:* Peach wall—Peach rug; White woodwork.

2. Rugs in rooms with dark walls should be lighter than walls.

*Example:* Powder Blue walls—Beige carpet.

### DRAPERIES

1. Using wall colors that blend with plain or small-patterned draperies gives a more spacious appearance to small rooms.

2. Chintz and linen are very popular with painted walls because of warmth and interest lent by their patterns. The use of prints give opportunities of combining all the colors found in walls, rugs, and upholstery.

### COLOR in relation to entire house

Rooms that open into one another should not necessarily be the same color, but should reflect colors of one another.

*Example:* LIVING ROOM; Green walls—Ivory woodwork. We will assume that the color scheme of rugs, draperies, and upholsteries is Green, Peach, and Beige. To reflect these colors in other rooms, the following wall colors could be selected.

HALL: Peach wall—Ivory trim.

DINING ROOM: Dado and wood trim Peach—wall Ivory.

French Peach carpet can be used throughout.

### GENERAL

Use not more than two or three basic colors in a room for harmony. Different values in the same colors will prevent monotony.

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*At Right:* "Three ways to decorate a bedroom" might be the title to this page. For each illustration is the same room handled differently. The large illustration shows the room done "informally" with chintz upholstery. Luminall Yellow is the wall and ceiling decoration.



Formal treatment. The upholstery is a conventional stripe while the wall and ceiling color is Luminall Gray.



—but here the decorating is in-between formal and informal. The wall and ceiling is Luminall Pink.

**BED ROOMS... More Sound Principles**

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## SO—YOU WANT MORE SUGGESTIONS!

GOOD COLOR SCHEMES are the starting point of attractive interiors. In the chart below the most popular combinations of color schemes of rugs, draperies and furniture are given with suggestions for proper wall and woodwork colors for each. Use Luminall for walls and ceilings. For type of paint suitable for woodwork consult your dealer or painter.

If you have		You can use		
RUGS†	FURNITURE	DRAPERIES	WALLS	WOODWORK
Powder Blue	Ivory, Powder Blue, Rose	Blue	Ivory Blue *Rose (No. 102-4)	Ivory Ivory Ivory
Rust	Rust, Blue, Yellow	Rust Yellow	Blue Peach Buff	Blue White Buff
Blue	White, Pink, Blue	White	Pink Blue White	White White Pink
Green	Buff, Green, Rose	Green	Buff Pink Green	Green White Buff
Peach	Green, Peach, Brown	Peach	Green *Dark Brown (No. 105-1) Cream	White Ivory Green
Powder Blue	Coral, Powder Blue, Brown	Powder Blue and White	Coral Powder Blue White	White White White
Hunters Green	Peach, Grey, Hunters Green	Grey	Peach *Green (No. 108-4) Grey	Grey White White
Pearl Grey	Yellow, Pearl Grey, Plum	White with Plum	Yellow Imperial Purple Grey	White White *Burnt Sienna (No. 112a-3)
Ashes of Roses	Rose, Green, Beige	Beige with Green	Sea Green *Burnt Sienna (No. 112a-4) Buff	White Ivory Sea Green

If you have		You can use		
RUGS†	FURNITURE	DRAPERIES	WALLS	WOODWORK
Royal Blue	Blue, White, Beige	Blue and White	Powder Blue *Royal Blue White	White White Blue
Dusty Rose	Coral, White, Grey	Grey and Coral	Grey Coral White	White White Grey
Brown	Green, Brown, Coral	Green	Coral *Brown (No. 105-3) Green	White White White
Beige	Beige, Peach, Turquoise	Beige and Turquoise	Peach *Bright Green (No. 106a-4)	White White White
Yellow Green	Yellow, Green, White	White	Yellow White *Olive Green	*Bright Green (106a-4) White White White
Mauve	Mauve, Green, White	Green and White Stripes	Sea Green Ivory *Burnt Sienna (No. 112a-3)	White Ivory White
Plum	Blue, Plum, Yellow	Yellow	Powder Blue Buff *Yellow (No. 103-4)	White Blue *Yellow (No. 103-1)
Beige	Beige, Grey, Chartreuse	Chartreuse	Grey *Imp. Purple White	White White Grey

ORIENTAL RUGS†				
Sarouks with Rose and Blue	Blue, Rose, Gold	Blue	Blue Buff Grey	Buff Buff Grey
Kirmanshahs with Rust, Green, Beige	Rust, Green, Beige	Beige	Buff Green Coral	*Raw Sienna (No. 110-2) Ivory White

\*Shown on Fresco Card. Ask your dealer or write National Chemical.

†Color given is predominating color. If rug has a mixture of colors, all except the predominating color may be ignored.

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*At Right:*

If your furnishings are "modern", unadorned Luminall painted walls are almost a decorative "must". Here, cool green walls compliment the Yellow rugs and provide a beautiful background for the warm wood tones and light upholstery of the furniture, thus bringing nods of approval from even dyed-in-the-wool "traditionalists".



**57 COLOR SCHEMES . . . For Walls**

**DECORATING TRICKS That Help**

**ATTICS and BASEMENTS . . . Casein Paste Paint**

*At Left:*

Another stunning modern effect. You might as well turn professional and refer to these bands of wall color as let-downs. The darkest wall color is the first let-down of Luminall Bright Red. Then the second and third let-downs respectively. The top panel and ceiling are the fourth let-down. See Color Card, Page 15 for other illustrations of "let-downs".





## THESE TRICKS ARE USED BY PROFESSIONAL DECORATORS

**To make a small room seem larger,** paint walls with light colors such as Yellows, Light Blues, Light Greens, Ivory, to create the illusion of airy spaciousness.

**To make a too-large room seem smaller** Have your painter paint walls with deeper Luminall colors—such as Pink, Gray, Powder Blue, Coral, and Peach. Have woodwork painted contrasting color. Break up large wall spaces with grouped pictures. Paint one or both of the short walls with the color used on the ceiling.

**To make a high ceiling seem lower** Use warm, advancing colors such as Peach, Coral, Pink and Buff. The deeper the color you select, the lower the ceiling will seem to be.

**To make a low ceiling seem higher** Use cool, receding colors such as Gray, Off-white and White. The lighter the color, the higher the ceiling will seem to be. The lightest color, of course, is White.

**Where light is the big need** by all means, take advantage of Luminall's high light reflection values. Luminall White reflects more than 90% of the light it receives. Its "velvety", flat finish insures even distribution of well-diffused and usable light to all parts of the room. Try it on the ceiling in your sewing room, study room, basement, or attic.

**To kill a pattern in furnishings** If a davenport or chair has a pattern which is too large for the room in which it is placed, it is wise to choose the dominant color in the pattern for your walls, thus "killing" or minimizing the effect of the too large pattern.





Luminall certainly makes distinctive rooms! This time it's lovely Blue on the walls with the panel back of the headboard and the ceiling painted Peach. That's stenciling around the panel which, incidentally, gives the effect of an alcove. And lest you forget—Luminall paint with its lovely effects actually costs less; dries in 40 minutes. That's progress in paint!





## FACTS ABOUT LUMINALL PAINT

Luminall Paint employs casein, a plastic material derived from milk, as its principal binder ingredient. Casein has vastly different properties from the oils which are ordinarily used for this purpose. *Consider these Luminall advantages:*

**Economy of LUMINALL** To each gallon Luminall Paste Paint, you add approximately one-half gallon of ordinary water for thinner. Thus a gallon of paste gives about one and one-half gallons of paint when thinned to painting consistency. Luminall will give one coat coverage on practically any interior wall surface. Following are typical examples of the types of surfaces you may cover perfectly with one coat of Luminall.

Rough Finish Plaster . . . . .	175-200 square feet per gallon
Insulating Board . . . . .	200-225 square feet per gallon
Concrete Blocks . . . . .	200-350 square feet per gallon
Smooth Concrete . . . . .	400-450 square feet per gallon
Wallboard . . . . .	450-500 square feet per gallon
Smooth Finish Plaster . . . . .	500-600 square feet per gallon
Painted Surface . . . . .	700-750 square feet per gallon

Other surfaces on which Luminall will produce splendid results include the following: new or old brick and stone; well seasoned new wood; metal coated with flat oil paint; cinder blocks; wallpaper which is tightly bonded to walls and has no water soluble pattern; canvas and green concrete.

**Better lighting with LUMINALL** Luminall White has a light reflection value of more than 90%. The light reflection factor of most White paints is far less. Light reflected from the flat "velvety" surface of Luminall painted walls is thoroughly diffused. Luminall reflects a soft, even flood of usable light to all parts of the room with a minimum of shadow and glare.

 *continued on page fourteen*



*At Right.* In what was once an unlovely basement the walls and ceiling have been painted with the happiest of all colors, Luminall Yellow. Trim is Green. On the floor is Luminall's Concrete Floor paint that will bear looking into because of its beauty and wearing qualities.



*At Left:* You, too, probably have an upstairs or attic room with sloping walls like these. This one was painted with Luminall Green right on the plaster. Yes, and if the wall had been wall-board the Luminall would have gone on just the same—one coat coverage and no sizing needed.





 *continued from page twelve*

## **Color values are true**

Because the casein binder used in Luminall is permanently clear and does not yellow with age, Luminall colors are permanently brilliant. Note the clarity and brilliance of the 31 Luminall colors shown on the opposite page. The color chips shown are actual samples of Luminall. These clean and brilliant colors will give life and freshness to the walls and ceilings of any room to which they are applied.

## **Greater convenience at decorating time**

Redecorating is much simpler and more convenient with Luminall Paint. For one thing, it simplifies the "cleaning up process." Brushes wash out perfectly clean and spots come off woodwork and floors with clear water. Luminall dries in less than an hour and is practically odorless. This means you may hang pictures and serve your evening meal in a room which was painted with Luminall the same morning; an important consideration in this era of small homes and apartments.

## **LUMINALL is nationally advertised**

Ten years ago Luminall was a new and revolutionary departure from ordinary paints. All that has changed now. For years it has been advertised in such leading magazines as American Home, Better Homes and Gardens, Ladies' Home Journal and Saturday Evening Post. This advertising is a pledge of quality to the dealer who sells you the paint, to the painter who applies it, and to you who enjoy its beautiful decorative effects. Luminall is a complete paint product which comes to you in emulsion form and thins with clear water. It's thoroughly mill-ground pigments insure beautiful and uniform results.

## **Other LUMINALL advantages**

Beautiful effects are obtained by stenciling harmonizing designs on walls and borders of your rooms. Walls are painted in the regular manner with Luminall, and fresco colors are used in stenciling designs. If you are inclined toward the experimental and artistic, there are unlimited opportunities for brilliant and colorful effects with this remarkable material.



# Luminall Color Chart

## FRESCO COLORS



103 YELLOW



101 BLUE



108  
YELLOW GREEN



109 RAW UMBER



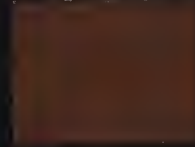
112-A  
BURNT SIENNA



102 BRIGHT RED



110  
RAW SIENNA



105 DARK BROWN



106-A  
BRIGHT GREEN

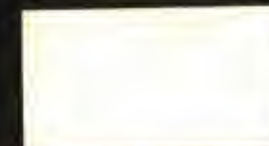
Fresco colors are packaged in half-pints, pints, quarts, gallons and 5-gal.

**INTERMIXES.** Fresco colors may be intermixed with striking effect. Intermixes shown on Fresco color card sent free on request.

## PASTEL SHADES



POWDER BLUE



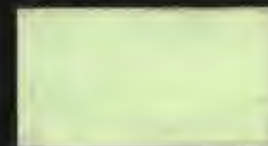
IVORY



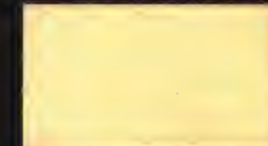
CORAL



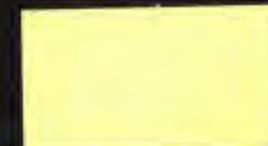
BLUE



SEA GREEN



PEACH



SUNLIGHT YELLOW



GRAY



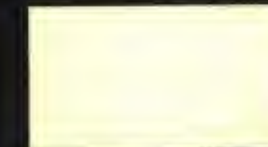
PINK



BUFF



GREEN



CREAM

## FRESCO COLOR LET-DOWNS

↓ **HOW LET-DOWNS ARE MADE.** Fresco colors are added to Luminall White to produce lighter shades. In the examples shown below are let-downs of fresco Yellow and also Bright Green.



103  
YELLOW



FIRST  
2 Qts. 1 Gal. White



SECOND  
1 Qt. 1 Gal. White



THIRD  
1 Pt. 1 Gal. White



FOURTH  
½ Pt. 1 Gal. White



106-A  
BRIGHT GREEN



FIRST  
1 Gal. 1 Gal. White



SECOND  
2 Qts. 1 Gal. White



THIRD  
1 Qt. 1 Gal. White



FOURTH  
1 Pt. 1 Gal. White

## ↑ LIGHT REFLECTION VALUES

Light reflection values of the pastel shades: Powder Blue 35%, Sea Green 54%, Pink 76.3%, Ivory 80.6%, Peach 68.5%, Buff 74.6%, Coral 52%, Sunlight Yellow 75.5%, Green 62%, Blue 52.5%, Gray 61.3%, Cream 79.5%.

## GENERAL INFORMATION

Luminall colors are packaged in quarts, gallons, 5-gallon and 30-gallon steel drums. Special colors will be manufactured if ordered in quantities of 30 gallons or more.

Also made in: White (light reflection 90.6%); Off-White (light reflection 82.5%); and Black

# NATIONAL CHEMICAL & MFG. COMPANY

General Offices: 3617 South May St., Chicago

Factories: Chicago • Brooklyn



**FOR MASONRY EXTERIORS USE**

# Outside LUMINALL

"Outside" Luminall is the sensationally economical synthetic resin\* emulsion paint which gives smartness, permanence, and protection to brick, concrete, and stucco. It is recommended for use wherever masonry is to be painted. It gives an attractive finish, comes in the whitest of white and eight beautiful colors, and will wear exceptionally well under adverse weather conditions. "Outside" Luminall dries in approximately an hour to a hard, dense film which has the necessary elasticity to prevent flaking.

In addition to its quality, appearance and long wearing qualities, "Outside" Luminall is a great labor saver. It goes on smoothly with a wide brush over painted or unpainted surfaces. These economies make "Outside" Luminall an extremely inexpensive material to use.

"Outside" Luminall is made by the makers of the famous Luminall One Coat Interior Flat Wall Paint, and Luminall Cement Floor Paint, the long wearing synthetic resin paint for concrete floors.

\*Synthetic resins are one of the marvels of modern chemistry. Forms of synthetic resins with which you are familiar are the plastic materials from which telephone receivers, pen and pencil barrels and "plastic" radio cabinets are formed.

**MASONRY EXTERIOR:**  
White "Outside"  
Luminall.

**INTERIOR:**  
Luminall Yellow for a  
dark hall and White  
woodwork for contrast.



**NATIONAL CHEMICAL & MFG. CO.**

*World's Largest Makers of Casein  
and Synthetic Resin Binder Paints*

3617 South May Street - - - - - Chicago  
25 Farrest Street - - - - - Brooklyn

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2nd Printing April, 1940.  
3rd Printing August, 1940.  
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